

***THE  
COVER LETTER  
HANDBOOK***

*for CoFA students and alumni*

**Fine Arts  
Career Services**

The University of Texas at Austin

   @UTFACS

[UTexas.edu/finearts/careers](https://UTexas.edu/finearts/careers)  
[FACS@Austin.UTexas.edu](mailto:FACS@Austin.UTexas.edu)

## **FINE ARTS CAREER SERVICES OFFERS:**

### **ONE-ON-ONE ADVISING**

Resume and cover letter reviews, mock interviews, graduate school advising, general career exploration. E-mail us for appointments!

### **JOB BOARD**

*Fine Arts Works* is exclusively for COFA students and alumni. Check it out at [www.bit.ly/fawjobs](http://www.bit.ly/fawjobs)

### **PROGRAMMING**

*Tips and Tiffs* professional development workshops, *Industry Insights* guest speaker series, info sessions on FACS-specific initiatives, and COFA Careers Week

### **FUNDING**

Intern Scholarship, Professional Development Travel Initiative (PDTI), New York Seminar Scholarship, and more. See website for deadlines!

### **AND MORE**

Online internship classes, New York Seminar spring break trip, Networking Night, Undergraduate Professional Development Committee, and more



[FINEARTS.UTEXAS.EDU/CAREERS](http://FINEARTS.UTEXAS.EDU/CAREERS) - [FACS@AUSTIN.UTEXAS.EDU](mailto:FACS@AUSTIN.UTEXAS.EDU)

Fine Arts Career Services will happily review your job search documents. You can schedule an appointment with a Career Advisor by e-mailing [FACS@Austin.UTexas.edu](mailto:FACS@Austin.UTexas.edu)!

*Design and content written by Nicole Anderson  
Edited by Nathan Langfitt and Karen Munnelly  
Job application materials in this handbook are based on actual  
CoFA student resumes and cover letters with identifying  
information retracted to protect confidentiality. All documents  
used with student permission.*

## WHAT IS THE PURPOSE OF A COVER LETTER, AND HOW DOES IT DIFFER FROM OTHER PROFESSIONAL DOCUMENTS?

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### *This Handbook*

A cover letter is a one-page letter addressed to an employer to tell them why you are qualified for their open position. It is a marketing tool used to introduce you to employers during a job or internship search. Its purpose is not necessarily to get you a job offer; rather, its purpose is to get you in the door for an interview.

This guide is designed to inform you about all the basics of assembling a traditional cover letter. Cover letters are generally written the same whether someone is seeking an internship, full-time job, part-time job, or any other kind of employment. For the interest of keeping this handbook concise, not every element of the cover letter will be explicitly stated; instead, the examples in the back of the handbook should be used for reference for how to lay out this document. Through the handbook, we'll address common methods and tips. For more personalized advice, we encourage you to make a one-on-one appointment with a FACS staff member!

### *How Does It Differ From Other Professional Documents?*

In most job searches, applicants are expected to submit a resume, a cover letter, and a list of references. For information on writing a resume, please ask a FACS staff member for a copy of our resume handbook. Sometimes, employers will use varied language to ask for a cover letter. Generally speaking, on job postings, a "letter of interest" can be interchanged for the term "cover letter." Some employers, especially on internship postings, will phrase their ask for a cover letter as a lighter request. For example, they might say something like, "Send us your resume and a few reasons why you're a great fit for our company!" In this case, you can assume that it is appropriate to send them a cover letter.

When thinking about what information to present in a cover letter versus a resume, it's helpful to think of the resume as the *data* of your professional experience and the cover letter as the *narrative* of your professional experience. You don't want to repeat the same information; rather, ***you should connect the experience listed on your resume to the skills and qualifications needed for the open position.*** This is the most important thing you could do to make your cover letter successful.

Of course, being a fine arts professional, there will be times where you are writing and presenting varied kinds of narrative documents. A letter of purpose is a similar document written to graduate school programs to tell them why you want to be a part of their program. An artist statement is information about an artist's body of work and influences. A biography is a document with information about an individual and their professional background. Again: we're happy to work with students one-on-one to assemble these kinds of documents.

## CRUCIAL: BE CONFIDENT!

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### *Your Claim*

When an employer is looking to hire someone, they are trying to solve a problem. They are short-staffed, and they are looking for someone who can adequately do the job currently lacking on their team. Most people reading your cover letter would be looking for reasons why you are able to do the job as opposed to why you are not qualified. So, you should tell them! The claim that you want your letter to make is that you are the best candidate for that position. You will share your professional experience as evidence of this claim.

### *Common Mistakes*

A common mistake that young people make when writing cover letters is telling the employer why they are excited about the opportunity because it will give them a chance to learn. Though learning is certainly an aspect of every job, you want the reader to walk away feeling like you are capable of doing the job rather than that you want to come in and learn from them. Appeal to the employer's need to fill their position.

One of the most common mistakes that people make when writing cover letters is not reflecting enough confidence. When you read the job posting that you were interested in, you most likely skimmed it and thought, "hey, I can do this job!" If it feels uncomfortable to write this letter to an imaginary employer, try an exercise of writing a Facebook message to a friend to explain why you are really excited and really qualified for the job posting you have in mind. It's with this same enthusiasm and confidence that you want to approach your cover letter.

Another way that people do not reflect enough confidence in their cover letter is by not fully expanding upon the information they give in their cover letter. Through the rest of this manual, we will use Manny Santos's cover letter for the Music Festival and SXSWfm Marketing Internship as an example. This is the first example in this handbook. In her first body paragraph, she says, "Our Twitter account has over 19.1k followers, and it was my responsibility to draft and post bi-weekly to engage our audience with our programming through that medium." This sentence confidently suggests that she is qualified to write content for a large organization's Twitter account. If she had not fully expanded upon the details of this task, she might have said, "I am comfortable posting on social media." Many people fall into underselling their abilities when they are scared of bragging. We'll say it again: don't undervalue your qualifications in this letter! The employer will want to know how capable you are!

On a final note about projecting confidence, avoid using passive language. Saying "I believe I am qualified for your position" sets a different tone but shares the same information as "I am qualified for your position." Similarly, saying "My previous internship helped me gain new skills in communication" also sets a different tone than "I gained new communication skills in my previous internship."

## THE JOB POSTING

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One of the most important things that we will tell you in this handbook is that you should use the job posting as the road map for your cover letter. Read the job posting thoroughly, ensuring that you understand what you are applying for. To go one step further, it's advisable to further research the company via their website or social media.

Most job postings are organized similarly. Most will open by talking about the company and general overview of the position, then they will talk about the skills needed or the qualifications for that position. Finally, they will tell you how you can apply for that position.

You will write your cover letter with special consideration to the skills and qualifications listed on the job posting. In this section of the job posting, the employer is literally telling you who they want to hire. You want your cover letter to tell them why you are that person.

One way of approaching connecting the qualifications they are looking for to your own is to literally print the job description with a copy of your resume. Circle things that you have done on your resume in previous jobs that connect to the job posting for which you are applying. Focus on the connections between your past experience and the job posting that are most significant and would be most likely to get you the job. For example, if the job posting requires knowledge of Microsoft Office Suite, you most likely have other experiences that are more relevant to the position to address in your cover letter. These connections are what you will use to build your body paragraphs containing the evidence for your claim.

If you fit some, but not all, of the qualifications for a position that you're interested in, you should definitely still apply for the position. On most job postings, the qualifications are negotiable dependent on the profile of the applicants. In other words, one of FACS's favorite mottos is "You miss 100% of the shots you don't take!" Now, forgive us for loving cheesy quotes.

## SECTIONS OF A COVER LETTER

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The most critical part of a cover letter are the body paragraphs. This is where you are telling the employer why you are capable of doing their job. The rest is simply structuring and formality.

### *Everything Above the Salutation*

The heading you craft for your cover letter will also be used as your heading for your resume and list of references and will function like letterhead. It should always include your name, phone number, e-mail address, and either your city/state location or address. If you have a website, you should also include it here. You should include the date that you are writing the letter near the top. In most cases, it's not necessary to include the organization's address. This was a more common practice when cover letters were snail mailed, and it will take up space in your letter.

## *Salutation*

Oddly enough, the salutation of a cover letter can often be the hardest part of the letter to figure out. To decide to who to address the letter, you should first read the posting to see if it tells you. For example, if in the applying section, it says something like, “To apply, please send your resume, cover letter, and list of references to janedoe@gmail.com,” then you should address the letter to Jane Doe. Otherwise, you’ll more than likely have to make a decision.

Some sources suggest addressing your cover letter to the supervisor of the position. Others suggest addressing it to the human resources manager. Some might even suggest addressing the letter to the owner of the company. However, we do not recommend choosing one of these three blindly as each company will refer their job applications through different individuals. Also, it can be difficult to figure out names of individuals in these positions. If you do figure out the names, it might leave the application reviewer feeling unsettled. Some sources say to address your letter “To whom it may concern” or “Dear sir/madam,” but these can often read as untailed upon a cursory glance of your letter.

Our recommendation for the safest way to address a cover letter is to use this formula: “Dear [position title] Hiring Committee”. It is tailored to the company without being off-base.

## *Introduction*

Ideally, you would open the letter with a “hook”. The most appropriate hook would be to address something philosophical or impassioned about the industry or even the company, and it should be limited to a sentence or two. Many examples of cover letters online open with “I am writing to apply for the Graphic Design position at XYZ Design Firm.” This is important information to include in the opening paragraph, but it reads as flat in a stack as the opening sentence in a stack of cover letters.

Some sources suggest referencing where you learned of the position in the introduction. This is not necessary unless you are being referred by a mutual connection.

You should include a thesis statement in the introduction. In Manny’s letter, she says “My proven dedication to both communication and the arts would make me an excellent asset for your Music Festival and SXSWfm Marketing Internship.” To write your claim, you can follow the same formula. Explicitly, you could say, “My proven dedication to [industry or field] would make me an ideal fit for your [position name],” and add other information to this thesis statement as appropriate.

## *Body Paragraphs*

This is the most critical part of the cover letter as it is where you will show evidence for your claim. Think about the 3-5 things that you want the employer to know most about your capability to do their job using the job posting as reference. If you completed the exercise listed in the section for “The Job Posting,” these are the points that you should reference.

You want to be specific in this section. It’s one thing to say, “I have a lot of experience teaching,” and it’s another to say, “In my previous position, I taught art lessons in an after-school program of twenty 5-8 year-olds.” Though the first sentence might ring more authentic as you’re writing because it is broader, the second sentence allows the reader to hook in and visualize you completing a specific task. It will ultimately make it easier for them to envision you teaching in their organization. You should also use numbers and scale whenever possible. For example, teaching twenty 5-8 year olds is much different than teaching three 18-year olds or 200 6<sup>th</sup> graders.

You also want to highlight the results of your tasks whenever possible. In Manny’s letter, she wrote, “Additionally, I composed copy for my supervisor to be sent through our e-mail campaign promoting our weekly free City Terrace Concert Series which garnered thousands of attendees through the summer.” Showcasing these kinds of results suggests that you are thinking through the full process and responsibility of your tasks and ultimately highlights you as a thoughtful and capable employee.

Ultimately, there are many ways to organize your claims in this section, and the most important thing is that you are talking about your relevant qualifications to the position. We encourage reading through the examples of cover letters for a sense of how other writers have organized this. Your body paragraph should be 2-3 paragraphs, and the examples are a nice visual for how long they should be.

## *Conclusion*

This is perhaps the easiest section of a cover letter to write. Like the introduction, it is appropriate for it to be short and sweet. You should reiterate your interest in the position, restate your claim, and thank them for their consideration. Many sources suggest adding sentences along the following lines that ***we do not recommend*** because they are outdated, redundant, or presumptuous:

- “I plan to follow up with you via phone in one week.”
- “I am available for interviews on Tuesday and Wednesday afternoons.”
- “I can be reached via e-mail or phone.”
- “Please let me know if I can provide any additional information that will help your decision.”
- “I look forward to interviewing with you.”

## *Signature*

No, *this* is the easiest section of a cover letter! Use a professional closing and type your first and last name. It is not necessary to sign this in any way as it will be sent via e-mail.

## **OTHER INFORMATION TO INCLUDE**

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Sometimes a job posting might ask for simple pieces of additional information such as salary requirements or to designate an interest in something specific. For example, the job posting for the Music Festival and SXSWfm Marketing Internship asks applicants to include their top 3 choices for internship and vaguely references that they would like to see writing samples, but not in the application instructions section. In these cases, it's appropriate to address any additional information along these lines in the conclusion. You can read the conclusion of Manny's cover letter to see how she framed this request.

## **PRESENTATION**

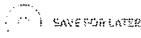
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- Use the same typeface and type size on your cover letter from your resume.
- Your cover letter (and resume and any other documents) should be sent as a PDF file. No matter what operating system is used, employers will be able to open your cover letter with all the formatting intact. Before you send it, make sure that the PDF file prints out properly.
- Make sure the name of the file is something professional and succinctly informative, such as "smith\_coverletter.pdf"
- Your cover letter should be no longer than one page. Unlike a resume, it does not need to be a full page. As mentioned previously in this handbook, it should include a salutation, introduction, more than one body paragraph, a conclusion, and a signature.



SXSW is an Austin-based company producing an annual series of music, film, and interactive festivals and conferences.

#### ABOUT THIS JOB



**LOCATION**  
Austin, TX

**LEVEL**  
Internship

#### USEFUL LINKS

- < [Back to All Jobs](#)
- < [See all SXSW Jobs](#)
- < [See all Austin, TX Jobs](#)
- < [See Inside The Office of SXSW](#)

The Communications Department is seeking individuals to assist with content marketing efforts for the Music Festival and SXSW's official online radio channel, SXSWfm. The interns will be responsible for drafting and posting social media content, monitoring social media for pertinent trending topics, writing blog copy for [sxsw.com](#), sourcing and editing photos, assisting with 2017 editorial content, and proofing print materials. Email and phone inquiries and other administrative duties related to marketing will be required. The Communications Department works closely with several departments within SXSW to execute campaigns to promote our official events. This position will provide a wide spectrum of experience in regards to marketing a large scale event.

#### Responsibilities for this position include

##### Candidates should:

- Be familiar with and regularly use all social media platforms, with an emphasis on Instagram, Twitter, and Facebook
- Have strong organization, communication, and writing skills, especially in terms of voice, punctuation, and grammar (writing samples required for consideration)
- Have strong enthusiasm for and knowledge of music and the music industry
- Have a positive attitude and strong attention to detail
- Be able to interact with various contacts, including artists representatives and showcase presenters, via email in a professional manner
- Be able to competently learn from critical feedback, take direction, and work within short deadlines
- Have a basic working knowledge of Hootsuite, Filemaker, HTML, and WordPress (preferred)

##### What you will learn:

- How to plan digital marketing timelines for a large number of artists and showcases
- How to grow and communicate with a large music festival audience
- How to manage a variety of correlating content initiatives
- Assist Communications staff in execution of overall marketing campaigns

##### Availability

- This position runs October 2016 – April 7, 2017, 15-20 hours per week in-office and remote. Full-time hours preferred during SXSWWeek, March 10-19

##### Application instructions

- Submit resume and cover letter to the SXSW internship department [intern@sxsw.com](mailto:intern@sxsw.com)
- Cover letter must include "Why you think an interaship at SXSW would benefit you"
- Applicants can apply for up to 3 internships
- Include top 3 choices order of preference in cover letter and body of submission email
- Include any additional information required by the specific internship
- To apply, send resumes/CVs to [INTERN@SXSW.COM](mailto:INTERN@SXSW.COM)

# MANNY SANTOS

Austin, TX 78751 | (512) 555-5555 | msantos@austin.utexas.edu

**EDUCATION** **The University of Texas at Austin** May 2017  
*Bachelor of Arts, Theatre and Dance* Austin, TX

- Business Foundations Certificate
- Bridging Disciplines Program, Social Entrepreneurship & Non-Profits Certificate

**MARKETING** **Long Center for the Performing Arts** May 2016 – Present  
**EXPERIENCE** *Marketing Intern* Austin, TX

- Collaborate with marketing team to promote and advertise the 2013 – 2014 season
- Write and curate articles for the organization’s community-facing blog *Long Story Short*, reaching audience of 5,000+
- Conceptualized and implemented system for guests to enter contests using Google Forms
- Composed copy for marketing emails, community outreach, and social media accounts
- Generated reports on donors and repeat guests to the center for use in development team’s annual gala planning utilizing database containing 18,000 records

**The University of Texas at Austin, New Theatre** May 2014 - Present  
*Marketing and Outreach Director* Austin, TX

- Create and manage social media accounts on Facebook, Twitter, and Tumblr; increased following from 0 to 750+ on each platform
- Generate content strategies for social media accounts, utilizing research and on-campus resources
- Collaborated with Theatre and Dance Director of Marketing to establish the UTNT brand

**Rude Mechanicals** Jan. 2013 – May 2014  
*Intern* Austin, TX

- Created and wrote an official online internship application for potential applicants
- Designed layout and user experience of the website with co-artistic producer team
- Researched and wrote a plan for updating and digitizing the publicity archive totaling 2,000 records for use in the following fiscal year
- Drafted a grant for the Austin City Foundation requesting \$15,000 in funds

**TEACHING** **Western Art Academy** Summers 2012 - 2015  
**EXPERIENCE** *Camp Chaperone* Kerrville, TX

- Assisted theatre teacher with organizing materials and lesson planning
- Organized all activities for assigned group of teenagers, coordinating with teachers, counselors, and existing summer activity schedule
- Assumed responsibility with a team for the safety of 25 teenagers during their stay in on-campus dorms, on field trips, and during activities

**TECHNICAL Fluent:** Microsoft Office Suite, iMovie, Final Cut Pro

**SKILLS Proficient:** Adobe Creative Suite, Limited working proficiency in Spanish

# MANNY SANTOS

1900 Guadalupe Street, Austin, TX 78751 | (512) 555-5555 | msantos@austin.utexas.edu

September 20, 2016

Dear Communications Department Internship Hiring Committee,

As a fourth-year student at The University of Texas at Austin majoring in Theatre and Dance, I am deeply invested in using stories to communicate with an audience. This passion is what has compelled me to pursue these studies, and it has what lead me to engage in four content marketing internships. My proven dedication to both communication and the arts would make me an excellent asset for your Music Festival and SXSWfm Marketing Internship.

As a Marketing Intern for the Long Center for the Performing Arts, I learned the significance of marketing within an established Austin performing arts organization. Our Twitter account has over 19.1k followers, and it was my responsibility to draft and post bi-weekly to engage our audience with our programming through that medium. Additionally, I composed copy for my supervisor to be sent through our e-mail campaign promoting our weekly free City Terrace Concert Series which garnered thousands of attendees through the summer.

Organization has been a critical component of my success in each of my roles. Specifically, as an Intern at Rude Mechanicals, I assumed the responsibility for updating and digitizing the publicity archive totaling 2,000 records. At this multi-disciplinary collective of theatre artists, it was critical to develop an efficient system as many different individuals had access to this archive. As the Marketing and Outreach Director at UT's New Theatre, I worked closely with several departments within the university. Once a week, the Theatre and Dance Director of Marketing and I met to establish the UTNT brand within department-approved guidelines.

During my internship at the Long Center, I quickly realized that I want my career to be dedicated to reaching arts-invested audiences on a large scale. An internship at SXSW would provide a completely unique window into how such a large-scale operation can continue to innovate and experiment. Although the Music Festival and SXSWfm Marketing Internship position is my top choice of application, my second choice would be the Planning Event Coordinator Intern. My third choice would be the Innovation Intern (VR). I am happy to provide writing samples if needed.

Thank you for your time and consideration!

Sincerely,  
Manny Santos

# Houston Center for Photography - Internship Program

The Houston Center for Photography seeks creative individuals with an interest in photography and the visual arts for internship opportunities. Offered year round, internships at HCP provide a platform for undergraduate and graduate students to gain practical, hands-on experience in our exhibitions, education, and development departments. HCP's programming includes exhibitions, educational classes, workshops, community education programs and initiatives, fellowships, publications, a digital darkroom, and a library. Our hope is to match each intern with duties that match their interest and learning goals.

**To apply**, please send your cover letter, resume, filled-out **internship application** and references to: Houston Center for Photography ATTN: Internship 1441 W. Alabama Houston, TX 77006 or via email to **Caroline Docwra**.

## Exhibitions Intern

As Exhibitions Intern, you will assist with the planning and execution of several exhibitions and events, featuring celebrated work by well-known artists and cutting edge photographic projects. This position is ideal for someone embarking on a career in Art History, Studio Art or Curatorial Studies.

You will have any or all of the following responsibilities:

- Prepare for installation and de-installation of exhibitions
- Assist registrar processing work received and shipped
- Assist with artist submissions processing and reviewing
- Conduct research on artists in preparation for upcoming exhibitions
- Assist with exhibition materials (press, artist statements, and resumes), filing, and database maintenance
- Maintain exhibition supply and print inventories
- Run errands in preparation for exhibitions
- Assist with archiving of exhibitions material
- Enter information related to exhibitions and artists into database
- Update and create exhibitions pages of the HCP website
- Creation of press packets for exhibiting artists
- Assist with creation and maintain stock of curatorial materials for exhibitions
- Lead exhibition tours to school groups
- Share the responsibility with other interns and staff of monitoring the gallery during open hours

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March 31st, 2016

Dr. Juliana Forero  
Director of Education  
The Houston Center for Photography

Dear Dr. Forero,

Photography allows people to reconsider their viewpoints and creates drastically different narratives by manipulating visual information. My profound interest in working in photography is my primary reason for applying for the Houston Center for Photography as an Exhibition, Education, or Library Intern. Through the HCP, I am dedicated to learning how the gallery promotes public awareness about this medium by arranging exhibitions and presenting relevant resources to further the public's interaction with photography. With my experience and coursework related to visual art through my high school and other art institutions, I am ready to apply my previous experiences to learning responsibilities within an established public art institution such as the Houston Center for Photography.

The HSPVA provided me with the experiences of creating and analyzing various forms of art, including photography and video art, and such experiences expand as I keep committing myself to the field. As a member of the Gallery Committee at HSPVA, I prepared a gallery by de-installing the exhibitions, sanding the walls, and rearranging pedestals before the next show. Through my coursework in art, I also understand that creating an artwork, regardless of the medium, can be challenging: research, sketches, planning, and physical labor merge to compose an artwork.

I am passionate about familiarizing the general public with art, which is often considered distant and difficult, through my training in Landmarks Docents program. While I have not guided a tour yet, I ponder on and learn from other docents how to present artworks to kindle people's curiosity. In addition, I am trained to be detail-oriented and well-organized through my works at the Landmarks Preservation Guild. As a volunteer, I maintain the presentation of a bronze sculpture, 32 by 96 by 24 inches in its measurement, with tools appropriate for the material such as microfibers. I write biweekly reports on the condition of the sculpture; to perform my responsibility, I also refer to the reports by previous maintainers of the artwork. I enjoy my job, for it provides me with an opportunity to be responsible and work close to artworks.

My dedication for photography and experiences working in public art programs would attune excellently to your needs in the internship position. Thank you for your consideration; I look forward to hearing from you. I can be reached via e-mail or phone. Please let me know if there is any additional information I can provide.

Sincerely,

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## ASHLEY KERWIN

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ashleykerwin.com | Austin, TX 78705 | (555) 123-4567 | ashley.kerwin@austin.utexas.edu

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### EDUCATION

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The University of Texas at Austin **May 2018**  
Bachelor of Science, Art and Entertainment Technologies **Austin, TX**  
Minor in Arts Management and Administration  

- Elements of Computing Certificate

### ACADEMIC PROJECTS

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**HACK-A-FRAC for VR (ATX HACK4CHANGE)** **June 2016**  

- An educational game centered around mathematical fractions built with Unity and HTC Vive.

**Desert Defenders** **September 2016**  

- A 3D tower-defense game built using Unity at the 2016 EGaDS! Game Jam.

### SOFTWARE ENGINEER EXPERIENCE

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**Rubicon Labs, INC** **February 2016 to Present**  
*Software Engineer, Quality Assurance* **Austin, TX**  

- Assist Quality Assurance Lead in building and testing system releases using Linux/Windows/MAC machines as well as assisting in the design, development, and execution of automation scripts with tools such as Jenkins using MQTT, Django (with SQLite), Python, and Java/JavaScript.
- Aid in identifying, documenting and tracking bugs to isolate system bugs, and validate bug fixes.
- Created an automated email script using Python and JSON to send bi-weekly updates to all employees.

**Mobile App Development Android Workshop** **September 2016 to Present**  
*Participant* **Austin, TX**  

- Engaged in a 12-week development workshop in partnership with Google to foster a creative environment for students interested in learning mobile application development for Android devices using Java.

**Electronic Game Developers Society** **September 2015 to Present**  
*Programmer* **Austin, TX**  

- Work with teams of 4+ people to implement gameplay system and logic in Unity and Unreal using C++ and C#.

**ASMP 2.0 Enterprise Data Management Team, UT Austin** **September 2015 to May 2016**  
*Student Associate* **Austin, TX**  

- Assist with the Workday ERP Implementation, including data conversions, mapping, and custom report development for a team of 10 people and all UT academic departments.
- Unrestricted access to 500+ documents containing institutional data for strategic information management and statutory reporting, regardless of source, platform or location.
- Use of reporting services web content to facilitate access and discovery of available reports across administrative systems.

### LEADERSHIP EXPERIENCE

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**Humanity First TX Chapter, UT Austin** **November 2015 to May 2016**  
*Digital Marketing Director* **Austin, TX**  

- Planned and operated events for the organization such as a charity fashion show which raised over \$2000 benefitting domestic abuse victims and over \$1000 for the Eliminate Project.
- Responsible for maintenance of organization's website, social media accounts, and other tools such as Mail Chimp to send newsletters and information to over 100 members.

**Arts and Entertainment Technologies Student Committee** **September 2016 to Present**  
*Historian* **Austin, TX**  

- Photograph, upload and organize photos for organizations' Facebook and Instagram accounts
- Collaborate with on-campus organizations and faculty to hold joint events.
- Keeps a detailed record of all organization activities including membership and fees, documenting any events hosted by the committee.

### MEMBERSHIPS

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Arts and Entertainment Technologies Student Committee **September 2016 to Present**  
JAKS the Wormhole **September 2016 to Present**

### TECHNICAL SKILLS

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**Fluent:** C++, HTML/CSS, Java/JavaScript, Linux, and Python.  
**Proficient:** C#, Go, Jenkins, Relational Databases (Django), and SQLite.

# ASHLEY KERWIN

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ashleykerwin.com | Austin, TX 78705 | (555) 123-4567 | ashley.kerwin@austin.utexas.edu

November 6, 2016

Electronic Arts  
Bldg. C, Suite 300, 7700 W Parmer Ln,  
Austin, TX 78729

To Whom It May Concern,

I write in response to your post seeking a Software Engineer Intern. I am a junior at the University of Texas at Austin currently pursuing a Bachelor of Science in Arts and Entertainment technologies in addition to the Elements of Computing certificate. As a competent Software Engineer, I would like to bring my experience in programming and quality assurance to this role.

At Rubicon Labs, I primarily assist in automation tasks and testing using Python. As the company is expanding its services, I am now learning relational database scripting (mostly Django with REST framework), and Go. I am eager to continue this growth under the collaborative and supportive environment at Electronic Arts as both my education and my experience have grown me into a skilled Software Engineer who is well-suited for the goals of your internship.

Academically, I have completed coursework for Java, Computer Graphics, Data Visualization and HTML in addition to teaching myself Python. Furthermore, I am a member of the Electronic Game Developer Society (EGaDs) where I have been involved in personal projects and worked with teams to complete projects, such as Hack-A-Frac, a VR game centered around mathematical fractions, and Desert Defenders, a 3D tower defense style game which were both made using the Unity game engine and C#. With another student, I formed a game development group called Beginner Apples, and we work with the Unreal engine in which I am a programmer who implements the gameplay logic using Blueprints and C++

My involvement in EGaDs has opened the doors to many opportunities in the maker community in Austin, which has led me to participating in several game jams and hack-a-thons that have allowed me to further my growth as a designer and programmer. Through the Mobile App Development organization, I am partaking in a 12-week program in collaboration with Google to develop mobile applications for the Android platform using Java. Two applications I have completed since partaking in the workshop is a mobile game called Scarne's Dice and a Yik-Yak replica.

As the Historian of the Arts and Entertainment Technologies Student Committee I am responsible for documenting information such as membership count, and reporting any events hosted by the committee. While in this role, I have gained many administrative skills beneficial to a professional office setting. I am confident I have the drive, leadership capabilities, and skills to be a successful intern.

I am excited about the prospect of being a part of your internship team, and learning from experienced professionals in the gaming industry. Thank you for considering me for this internship, and I look forward to speaking with you soon.

Sincerely,  
Ashley Kerwin

## **KMFA Classical 89.5 is seeking a Marketing & Engagement Assistant**

Join a talented and collegial team committed to inspiring and restoring the human spirit through classical music!

KMFA Classical 89.5 is seeking a Marketing & Engagement Assistant who will support the implementation of strategies to increase listenership and deepen audience engagement and community awareness. Duties of this entry-level position include marketing and communications, web and social media content, and community engagement initiatives. Reporting to the Director of Marketing & Communications, the Marketing & Engagement Assistant will be a pro-active, creative thinker and cross-disciplinary team player.

### **Responsibilities**

- **Electronic Communications:** Assist in gathering content for bi-monthly newsletters, e-blasts, and other marketing materials across multiple departments, including pulling and formatting the Program Guide twice each month.
- **Social Media:** Create content for and maintain KMFA's social media presence on Instagram, Twitter, and Facebook, and respond to all listener questions, complaints, and requests.
- **Digital Content:** Assist in the day-to-day administration of the website, including the creation of events pages, and the digital photo archiving project.
- **Promotions:** Maintain KMFA's rotating banner ads in support of KMFA's sponsored promotions and arts partnerships. Oversee tickets and ticket giveaways in collaboration with the Programming Department, and the Front Desk team.
- **Events & Community Engagement:** Support the Director of Marketing & Communications in scheduling, organizing and preparing for tabling, festival, concert, and other community events. Assist in scheduling, organizing, and preparing elements of KMFA's 50 for 50, a series of 50 events throughout 2017, as well as two signature events—KMFA's 50<sup>th</sup> Birthday Block Party and a 50<sup>th</sup> Anniversary Celebration.
- **Other:** Assist in the hiring, recruiting and day-to-day management of interns and volunteers to work directly with the Marketing Department on community events and engagement. Attend relevant job fairs.

### **Qualifications**

Excellent writer, editor, and proofreader with a high level of accuracy and attention to detail Bachelor's degree in English, Marketing, or Communications preferred Relevant work experience (2 years preferred) in Marketing, Communications, or related field Knowledge of classical music and the Austin arts community helpful Public radio or nonprofit experience a plus

### **Compensation and Benefits**

Starting salary mid \$30s, plus a comprehensive benefits plan including fully paid employee medical and dental insurance, 403(B) contribution plan, vacation, sick/personal leave and holidays.

### **To Apply**

Open until filled. For best consideration, apply by December 12, 2016. No phone calls.

Email resume, cover letter, and three professional references to [jobs@kmfa.org](mailto:jobs@kmfa.org). Please include mention of how you learned about this job opening.

Or mail materials to:

Marketing & Engagement Assistant Position Classical 89.5, KMFA 3001 N. Lamar Blvd., Suite 100 Austin, TX 78705

December 4, 2016

Dear Mr. Johnson,

With my diverse skillset encompassing social media, digital media, and event planning, I believe that I would be a quality candidate for your posted Marketing and Engagement Assistant with KMFA. I am a strong believer of the power of sharing great classical music programming with Central Texas, and would be honored to share my abilities to further that mission.

For the past year I have been working in a marketing internship at the Zach Scott Theatre. In addition to learning from the organization's marketing team, I took it upon myself to increase the organization's social media presence. In March of 2015 I launched Zach Theatre's Instagram account. I worked closely with the operations team to capture unique and captivating content around rehearsal, to draw more attention to the organization's upcoming productions. I also honed the voice and approach of the organization on Facebook and Twitter, with the purpose of making the organization more approachable to patrons. These efforts have paid off immensely, as our Instagram presence cultivated 2,000 followers in its first year. Facebook and Twitter engagement is also up 40% under my watch.

While I was still a French Horn performance major at UT-Austin, I took an internship with Texas Performing Arts in their community engagement division. This position gave me great experience in the logistical planning and implementation of large events. I worked with the events team to build standard operating procedures, so that event planning could be more streamlined and efficient. As part of interning with TPA I was tasked with organizing a social meetup after the 2014 production of "Wicked" came through Austin. I collaborated with the operations team to ensure that the creative team and audience members had an enjoyable experience.

I bring to this position a vast wealth of experience, but I also bring to it the passion of a performing musician. My first exposure to classical music was through the radio, growing up in Dallas and listening to WRR. It is essential for a cultured community to have access to this great repertoire, and it is essential that classical radio stations serve as advocates for their local performing arts community. My skills and passion would come together in a way that would make me a valuable asset to KMFA. Be it through great local programming such as *Classical Guitar Alive*, or national syndications like Sunday *Metropolitan Opera* broadcasts, KMFA brings something unique and irreplaceable to Austin.

Thank you for your consideration. If there is anything else that could help you to get to know me as a candidate, please do not hesitate to ask.

Sincerely,

Gustav Mahler

**If this was helpful, make sure  
that you pick up a copy of the  
FACS Resume Handbook!**